

Idaho Travel Council
Idaho Department of Commerce, Boise, Idaho
Thu - Fri, 27 - 28 Jan 2011

Minutes

Council Members Present

J.J. Jaeger, Region I
Frances Conklin, Region II
John May, Region III
Karen Ballard, Tourism Administrator
Bill Code, Region V
Ray Byington, Region VI
Dick Anderson, Region VII
Paul Norton, Member At-Large

Guests Present

Bill Drake, Drake Cooper
Josh Mercaldo, Drake Cooper
Greg Bayne, Film Producer
Tom and Karen Stebbins, ISAA
Greg Bayne, Lovely Media
Mowbray Brown, BCVB
Deanene Lewis, BCVB
Mike Fitzegerald, BCVB
Steve Schmader, BCVB

Council Members Absent/Excused

Commerce Staff Present

Diane Newman, Region IV
Peg Owens, Film Program Specialist
ReNea Nelson, Grant Manager
Nancy Richardson, International Specialist
Mitch Knothe, Industry Specialist
Kellie Kluksdal, Public Relations Specialist
Laurie Zuckerman, Tourism Assistant

Guests Present - Continued

Bobbie Patterson, BCVB
Terry Kopp, BCVB
Lisa Edens, BCVB
Rick Certano, ISAA
Anne Chambers, IRVCA
Helen Gersema, BCVB
Laurie McConnell, BCVB
Mark Hofflund, BCVB
Lisa Edens, BCVB

Thu 27 January 2011

Meeting called to order by Chair John May, followed by welcome and introductions.

Approval of Minutes - Conklin moved and Newman seconded that the minutes of 13, 14 October 2010 meeting be approved. Motion passed.

Budget and MOU - Karen Ballard, Audio Tape 1 ITC Jan 2011 *Budget & MOU*

She sent electronic budget to the members. If there is a red triangle in the cell, one can hover over the cell to read the comment.

Karen Ballard explained that we are spending close to budget. We are targeting to be in the 50% of spending range in most categories since we are half way through the fiscal year. We continue to work on refining what we spend in each category.

Mercaldo (Drake Cooper) and Melanie are working well together to refine budget. We are targeting next year to have budget in Quickbooks.

The later page shows collections. Region 2 and Region 6 are not growing as quickly, but we believe that may be due to some delinquencies. Tax Commission is now reporting delinquencies.

Ballard handed out the Governor's recommendation for 2012 budget. He has not proposed staff cuts. He has included a deduction of \$16,017 in operating expense which reflects our successful negotiations with the Tax Commission to reduce fees. They also removed some arbitrary one time expenditures for hardware.

At the base, \$3,896,000 is our spending authority, not how much we have. Ballard is comfortable with this number.

Using receipts Ballard projects 7% growth. We budgeted for 5% and kept that entirely in a contingency fund. We are currently at 8.4% growth. (FY11 Monthly collection status report attached) What is not spent will roll into next year's budget. Over 25 years, we have grown at 7.25% growth. Ballard stated that tends to depend on population growth, which has continued recently.

May stated his optimism for his region's collections (Region 3). His region tends to start improving when the legislators come into town.

Conklin's region did not slip; so therefore, it will not come up like the rest of the regions. (Region 2)

Ballard commented on collections being down 9% in Region 6. It appeared that there was a significant payment in November. Ballard believes that this drop was more of a collection abnormality than an industry problem.

Jaeger noted that their bookings are currently up 20% although probably won't see that great increase in collections. They are offering as many special packages as last year. (Region 1)

Andersen is seeing similar increases, but noting that discounted packages have contributed to their business. People want value. The 75 anniversary doesn't kick until next year. (Region 7)

Code said that Region 5 is promising. A hospital is opening. 70% comes from Pocatello. 5% growth is possible. Large construction project, Hoku, will help hotel bookings. Nordic Wind Power is leaving.

Byington disappointed to see 9% drop but thinks it is an abnormality. He believes it is a reporting problem. Growth traditionally increases after January. (Region 6)

Newman is optimistic. Twelve construction projects are in the works. They are dependent on construction crews coming to the area. The Twin Falls area is nervous because two major projects finished. (Region 4)

MOU with Tax Commission (22 min on Audio)

Ballard discussed that they continue to work with Tax Commission to understand what collection numbers are reflecting. Cathy Bournier reports every three months so that helps to even out month to month abnormalities. The Tax Commission now giving us four reports on a regular basis.

Ballard did note that the MOU draft (attached) was signed by the Tax Commission then came back to Don. It is currently in Don's hands. Council Members can see what has been added and

struck. Commerce continues to negotiate with Tax Commission about what they will and will not charge. Ballard believes that the Idaho Travel Council will be in a better position for refunds if the Commission is not spending what they charge. Ballard commended Melanie Bartholomew for her research and work.

May summarized history of this issue.

Ballard suggested that we have some patience to wait for Tax Commission to reorganize. ITC could be an example of how the Tax Commission is being responsive.

May asked if the group feels comfortable considering spending up to 5% growth.

Anderson moved and Jaeger seconded to approve budget and presentation. All agreed.

Tourism Grant Updates - ReNea Nelson, Audio Tape 2 ITC Jan 2011 *Grant Updates*
Nelson pointed to 2009 Grants. Thirty-six grants have closed. One is pending. Six were extended until 31 December with paperwork due 31 January. Five are just finishing their final requests and audit. Four were extended to January 31, and their paperwork is due at the end of February.

For those grantees that completed quarterly reports, their final report will be a wrap-up of the last quarter, not a summation of the previous quarterly reports. Nelson asked for the council's input on this method of reporting.

May explained that he and Nelson have moved to have grantees do better job on quarterly reporting. He believes that it is not necessary for grantees to repeat everything from the previous three quarters. He would rather have grantees put status of final quarter and spend extra time focusing on spending their funds well in the new quarter. All agreed to this method of focusing on quarterly reporting.

This quarter, most grantees have focused on closing out 2009 grants. Some reports are not linked to anything because they haven't started yet. There are only two narratives that have not been received. (4 min)

Nelson thanked council members for being responsive to all of the amendments that have been requested on line. However, the Post Falls amendment needs last two members to vote on it. Post Falls noticed that two requested advertisements had not run. Nelson advised that those funds be utilized in the 2010 cycle so that their grant closes and does not run into next grant cycle. The unused 2009 funds would be moved to the 2010 grant. (8 min)

May echoed his desire to get funds used in a timely manner and to have grantees respect the grant cycle. The point is to get the grant dollars out there and used. He also reintegrated the need to vote in a timely manner and email comments to Nelson. (15 min)

Nelson requests that the regional representative votes first and sends comments. Then other representatives vote. Jaeger, Conklin, and Andersen explained situations that occurred with last two votes.

Nelson noted that MAC is not compatible with the State's Internet Explorer and requested that Mac users use a Windows compatible system. (19 min)

Nelson discussed the need to provide grantees with guidelines for using contractors. Please see handout for requested statements that Nelson would like to add. (Section 12) Nelson would like to explain this to the grantees at the Grant Summit next week.

Nelson gave examples illustrating the importance of the added language. For example, one consultant wanted to charge for time used asking John May questions. Nor can we pay consultant's salaries for coming to events that are optional for them to attend like the Grant Summit. The attached *12. Grant Administration Guidelines* outlines specific examples and verbiage. (27 min)

May stated that the handbook has been a major step moving forward and reduced questions from grantees. May feels comfortable moving this statement forward because most grantees who have had these types of questions, have already had them answered in such a way that reflects these new guidelines.

Mercaldo asked if Nelson would add agency partners (ie. Drake-Cooper) to this statement because they get quite a few grant questions. (30 min)

Ballard stated that she believes it is legitimate for consultants to bill for time to consult with other professionals. However, it is up to the council members to monitor to make sure that professional to professional spending does not get out of hand. May agreed.

Nelson added that council members can call her on this issue because she tracks how much funding goes to which consultants. Also, the items that are not allowed to be funded by the grant could be used as cash match.

Conklin would like to add the comment that it is proposed that ITC expand what is allowed for grant administration. Some of the consulting costs that are not allowed directly, could be covered by the grant administration.

Byington asked why a subcontractor can be paid by grant, but employee that costs less is not allowed to be paid from grant funds (grant cannot be used for salary). Nelson responded that the employee can be subcontracted to do the work. Alternatively, salary can be considered as cash match. (37 min)

Motion - Byington motioned and Andersen seconded to accept Nelson's additions. Motion passed.

May commended Nelson on her preparation.

Upcoming Grant Summit- ReNea Nelson, Audio Tape 3 ITC Jan 2011 Grant Summit
Nelson explained that Grant Summit will be here next week on Tue and Wed. All regions will be attending including forty grantees. Summit is time to kick off applications and reveal coops. Grantees can begin their applications next week. Nelson will unlock system for Grantees to begin process next week. Pre-submissions are due 25 April; this allows grantees time for at least two meetings.

Nelson explained the Summit's schedule (attached). She solicited comments from the council. May thought last year's procedures worked well and appreciated the comments. (5 min.)

Nelson asked what thoughts the council would like to share with grantees. Norton appreciated Bed and Breakfast presentation. Ballard mentioned that the Idaho Bed and Breakfast Organization received national recognition for their work. Nelson reminded council members that presentations need to keep within their allotted time. May reminded members that any grantees with grants over \$50,000 must give a presentation, and grantees must make the pre-grant application deadline. He went on to explain the reasons for that deadline and how it helps council members prepare for grant decisions. It is important for council members to remind grantees of the importance of the 25 April deadline. (10 min)

Nelson asked May if she should lock down submissions between 25 April and first Monday in June 1. The website states both the pre-submission date of 25 April and final submission date of 1 June. May is under the impression that requests cannot be made during this time and that the website should be updated.

Ballard noted that in the past, Special Olympics who wanted to apply for a grant during this time, was absorbed into an existing grant. She suggested that language be added to clarify this. Nelson will make sure verbiage on website is clear and reflects this.

May, Ballard and Nelson agreed that site will stay open for grantees to work on their grants between 25 April and 1 June; however, Nelson will monitor site and add language that tells those seeking grants that the pre-submission date has passed. (14 min)

Nelson asked for guidance regarding how much grant history they would like to be stored electronically on the web. We have three years of grant records available. Current records from 2005 to 2008 don't match with grants from 2009 forward. Nelson would like to purge these records because they are not parallel with current applications and there is too much history. She requested that the website store two years and records that are older than two years be purged. Commerce keeps paper copies which can be sent to council members if they would like them.

All members are fine with keeping records from two years in the past electronically on the web and purging older records.

Nelson and Conklin discussed reasons for grant managers attending the Grant Summit. Nelson said that in the past it was the grant manager attends because they need to understand these projects and share information in regional meetings. Currently, many managers bring their marketing person with them. In the future, we need to focus on and limit to grant managers and not be an event that the general public attends.

Ballard stated that there is some repeating with ICORT, but there is so much information at the Summit, that it needs to be repeated. Furthermore, there are different tracks that they can attend.

May gave his support and elaborated on how the Summit helps grantees.

International Trends- Nancy Richardson, *Audio Tape 4 ITC Jan 2011 International Trends*
Nancy handed out RMI's report and pointed to page eleven that shows the trip report increase which is the number of trips offered via print. We don't a method to trips offered electronically yet.

Idaho international travel increased 31% as opposed to average 8-12% growth in the past. Richardson believes this is partially due to the number of travel journalists that we have sponsored.

May noted the jump in Italian tourism. Richardson told about the journalist from Motor Turismo who rode vespas along the Snake River Canyon. They wrote several lengthy articles with many photos and shared their information at a motorcycle trade show. Richardson will meet with him during her upcoming trip to Europe, and he is planning to return.

Richard stated that there was good participation in Mega Fam and RMI Round-up. Each country brought the maximum number of people allowed for the Mega Fam in September. This is the first fam trip done in three years. Fam trips generate a lot of energy and interest in our Idaho product.

Go West Summit is coming to Boise Monday through Thursday, February 7-10. Go West is the International Travel Trade Show with approximately 400 attendees. Richardson thanked the council for their support of the partners that will be hosting the event: Boise Convention and Visitor's Bureau, North Central Travel Association, Pioneer Travel Association, Pocatello Convention and Visitor's Bureau, South West Travel Association, Yellowstone Teton Territory. They will be here in Boise representing their areas.

Although we target the tour operators, we will also be networking with the other suppliers. We have the largest number of suppliers coming to Idaho. Most are coming because they have never been here before. (6 min)

Immediately following that, Richardson will be going to Rapid City for RMI Round-Up. We will be participation in ITB in March and do a French Trade Mission after that. In May, Pow Wow is in San Francisco, the largest travel trade show that we attend in the US.

We have a journalist coming to Boise on Monday. In July a renown wine buyer for KLM Airlines from Netherlands is coming to buy Idaho wines (only Idaho, not the northwest).

We will have RMI Mega Fam which will be in north Idaho during the next grant cycle; it is a big ticket event.

TTG will be in Italy at the end of the year.

Richardson explained RMI statistics.

May asked about why we had so many visitors from Italy. Richardson responded that we had an increase in visitors from all countries which was exceptional given the decrease in travel due to the world economic situation. Germany should bounce back. Richardson does not

expect Italy to grow at current rate. At the same time, we have landed in a number of premier books and periodicals. (12 min)

Ballard explained that Idaho has the exotic feel that Italians are seeking; however, it is a bit more civilized than other states, so that Italians still feel comfortable.

Conklin noted that travelers from France are down in the other states, but have increased to Idaho. Richardson believes that Idaho is the last state in our co-op that European travelers discover; they go to the national parks first, then come to Idaho and keep returning.

Ballard agreed and added that the new air service from Salt Lake City via Paris on Delta and from Seattle on Air France works well for Idaho. Furthermore, Rocky Mountain Holiday Tours (Colorado) invests in French market, and we invest in them. This has now created critical mass for Idaho supplies to offer special rates.

Emerging Markets - Mitch Knothe, Audio Tape 5 ITC Jan 2011 *Emerging Markets*
Knothe stated that our two emerging markets are Scandinavia and Australia.

This is our fourth year in Scandinavia. Knothe just returned from the biggest travel show in Norway. Knothe met with travel agents, tour operators, and consumers. He also went to Visit USA committee. He does this in conjunction with RMI.

Knothe passed around a catalog from Nordmanns Reiser which advertises Idaho.

After Norway, Knothe went to Sweden to meet with the largest tour operator there. We have two products in their catalog which is very significant.

Knothe participated in a Visit USA - Swedish meeting in Stockholm with 150 operators and travel agents. This year a native operator spent 30 minutes (rather than five minutes) discussing RMI to the chagrin of other states like New York, California and Florida. (5 min)

Travel Writer from Copenhagen came to Idaho and has already produced four articles on our area. Add value is over \$90,000 so far.

Australia is emerging market. More Australians coming to US than US travelers to Australia. There are only two entries to US from Austria, LAX and SFO, and we have direct flights from both main ports.

We have had several Fam Tours over that last three years. The latest included three Australian journalists come to Idaho from Spokane to focus on central Idaho.

Knothe will be going to three shows in Australia (200 - 400 travel operators and press at each event) in Brisbane, Sidney and Melbourne and in February/March.

There will be a ski fam just after GoWest. PowWow in San Francisco will follow that. (10 min)

Several ITC members shared their experiences with travelers from Australia and New Zealand.

Public Relations: Media Pitches - Kelly Kluksdal, Audio Tape ITC Jan 2011 (30 min)

Kluksdal explained that she is job sharing with Laurie McConnell.

For calendar year 2010 we have logged \$20,000 million worth of publicity which is down a bit due to closed publications, decreased budgets and not yet able to track electronic media. We also lost two months of our Vocus information, our media monitoring system. We may switch to a less expensive option to track our media with more seats. We are doing a lot with our social media, but there are not tools to track a dollar amount on that.

Last year's goal was 250 pitches. We were just under 200 pitches that went out the door. We use the following tools: PRWeb, HARO, and Pitch Engine.

Danielle, our intern, is working on our editorial calendar. It matches our pitches with periodicals' foci through the year. This way our pitches will be relate to their topics.

We are writing two to three press releases each month. They are both newsy and story related.

We hosted several conferences last year including NASJA (North American Snowsports Journalist Association) in Sun Valley in March. Seventy-five Journalists went on pre-fam trip. As a result, we had good coverage through the Oregonian and paper from Boston.

During July, we hosted SATW, Society of American Travel Writers, with pre and post tours. Some of these travel writers are returning. They had 37 journalists. The BCVB worked to host this. Laura Powell is returning to create an app for smart phones. Another writer is returning to write an article for the Washington, DC, Times.

Diane conducted the Motor Cycle Media tour in the fall which has generated over \$46,000 in media so far.

E news letters are now called Adventures In Living and are sent monthly (previously sent quarterly).

Tour News is quarterly industry news letter. Kluksdal invited ITC members to submit their news and offerings for publication. They should send those to Laurie.McConnell@tourism.idaho.gov.

Regarding social media, we are continuing with our blog, FaceBook and Twitter.

Drake Cooper no longer has a PR person in house. Mercaldo and Kluksdal will be discussing that.

Film Office: Online Media Room - Peg Owens, Audio Tape ITC Jan 2011 *Film Office*
Owens demonstrated how the Media Room works. First, she explained difficulties of sending and tracking large media files before we had the Media Room.

Second, she demonstrated how to find and use an image. We currently have 5,193 images and video available. Owens has set up categories based on region and activity. Furthermore, Owens has added key-word descriptors so that photos are easily cross referenced. Users can create a light-box (working file) for their images.

1956 images have been down loaded in the first four months which is amazing. Owens can track which images are used but not which ones are published. Richardson added that the Media Room is very hot in the international market, and she has seen our images in international publications.

The top downloaded picture is a sunset from Sun Valley. Owens said that she will be able to track top images after a year.

Owens asked that council go into media room to see if there are any pictures they would like to take down and to send images. ([www.visitidaho.org/media room](http://www.visitidaho.org/media%20room)) People can send CD's or jump-drives with images and videos they would like to have included in the Media Room.

Usage is restricted to the tourism businesses, non-profit organizations, state agencies, and for magazines.

Norton believes this will be a good tool to discover and confirm reasons people are attracted to Idaho.

Film Office: Grant Program Results Peg Owens and Gregory Bayne, Audio Tape 8 ITC Jan 2011 *Film Grant Program*

Bayne presented the clip from U-Tube to ITC. When it was released, it was viewed by many, but he could not get enough funds. He raised \$27,000 in 25 days through Kick Starter. The rest of the funding has come from fans and with the help of the Film Office Grant. A video game will come out in May called supremacy that will feature Jens Pulver and the film. The film is self distributed. Bayne will take the film on tour April through July in major cities and show to fans. (JensPulverDriven.com)

ICORT Update - Diane Norton, Audio Tape 9 ITC Jan 2011 *ICORT*

Norton has held two planning sessions in Lewiston with ten to twelve people on the planning committee including representatives of city officials and recreational providers. Registration is \$150. After April 23 the registration is \$175. The agenda is still being tweaked.

May 3 is kickoff with the ITC meeting. Wednesday 4 May includes breakfast, three general sessions and four afternoon field trips. Thursday 5 May includes a general session followed by breakout sessions. After lunch, the Governor's Prize is awarded. There will be pre and post conference activities.

Please use the hash tag with ICORT to post on Twitter. This helps us track information. We are budgeting for 100.

Recap of IOGA Annual Meeting - Frances Conklin, Audio Tape ITC Jan 2011 *IOGA Annual Meeting*

Conklin went to key note of the 56th Idaho Outfitters Annual Meeting. The key note was given by David Brown who is the Executive Director of the American Outdoors Association about national industry and tourism trends.

1. In 2010 26% fewer households vacationed than in 09.

2. Outfitting was hit very hard. Idaho, Colorado, and Oregon were the three states hit the hardest.
3. Cruise line business was up. This is linking to discounts and easy, one-click booking.
4. 2010 saw the savings rate rise for the first time since 1980. This meant less spending for travel.

Camping was up in national parks. Rafting was up nationwide because people near urban centers in East were rafting close to home. Daytrips were up, and overnight trips were down. Unique, specialty trips are not profitable, but garner media attention.

When queried prior to the 2008 recession, 71% of outfitters expected to have a profitable year. By 2010, 41% expected to have a profitable year.

The “hot” new products for the industry include: zip and canopy tours, educational and interpretive trips for schools, unique specialty trips (not very profitable, but get free media attention), service trips (Idaho Voluntourism), and quality lodging combining recreation.

Challenges include the slow pace of economic recovery, regulation and increase in recreation fees, federal and state budget deficits, aging and less fit customers, operating costs rising faster than trip prices, and difficulties for small business to keep up with technology changes.

There are challenges with government affairs. The biggest concern is how deficit reduction will affect public lands. Public resistance to tax increases to fund non-dedicated spending like the evasive weed program. Finally, recreation is viewed as afterthought to public agencies.

There were two bright spots. First, Senator Mike Simpson is chair of the Interior Department Appropriation Committee. Obama’s great American Outdoors Initiative will help support the economic value of recreation on public lands.

Ballard said that tourism industry was not asked to be a part of this initiative, but we did have a representative from Oregon. We are also a member of the Western States Tourism Policy Council; they are following it closely for us. Ballard does get bulleting and updates on these kinds of policies. Voluntourism could be a part of this initiative.

Drake Cooper Update- Bill Drake and Josh Mercaldo, Audio Tape 11 ITC Jan 2011 Drake Cooper

Bill Drake discussed how they have stream lined our account, Commerce has streamlined commerce people working with the account.

Winter report: Mercaldo budget was 190,000

Winter Update.

1. Integrated Marketing Campaign
 - One promotional channel at IdahoWinter.org, many distribution points
 - \$190,000 State, \$20,000 Ski Idaho
2. Digital assets creation
 - Two online videos
 - 1,350 video views to date, 500 last month
 - :30 Ski Idaho clip from Peak Video
3. Ski Idaho Partnership

- 16 weeks of offers on IdahoWinter.org
 - Visual display and 4 weeks of prize offers at Bellevue Square
 - Retail promotion with Sturtevant's in Bellevue
 - Over \$300,000 of in-kind contributions
 - Resorts, local ski areas, gear companies, lodging properties, marketing partners
4. IdahoWinter.org
 - Sweepstakes was multi-touch, used mass media
 - 24,212 visits
 - 19,322 absolute unique visitors
 - 26,708 pageviews
 - Min of 400 contest entries per day, 1,427 on 12/10 (Brundage/Shore Lodge offer)
 - Top regions are ID, WA, CA, OR
 - Social media and PR support with Jake Moe
 5. VisitIdaho.org/winter traffic during campaign
 - 19,212 visits
 - 16,359 absolute unique visitors
 - 71,150 pageviews
 - Nearly 3 minutes on site

Winter Results

1. Sweepstakes entries to date - 8,529
2. Sweepstakes opt-ins to date - 3,851
 - Bellevue Square
 1. 1,900 entries
 2. 968 opt-ins
 3. Over 100 Tag clicks (QR codes)
 - Sturtevant's Promotion
 1. Brundage, Targhee, Lookout Pass, Pebble Creek, Silver, Sun Valley
 2. Ski Idaho leads - 171
 3. Sturtevant's leads - 171
 4. Idaho tourism leads - 171
6. Sled the Rockies contest entries to date:
 - 4,107 for ID, 4,247 for MT, 4,249 to WY

Ski Idaho Overview

1. Ski Idaho Website
 - New site launched in Nov 2011
 - Access to over 69 online lodging packages
 - +40% increase in page views
 - Time on site has increased
 - PR coverage - Chicago Times
 - Includes full color photography, video assets, social media channels and e-newsletter sign-up
 - New content for 5th Grade Passport Program & Ski Idaho Brochure
2. E-newsletter is growing in reach and frequency
 - Distributed bi-monthly

- 30,000 member database
- Open and click through rates are increasing

FSI

1. Partnership with Madden Media
 - Spring lead generation, 6-7,000 leads per campaign
 - Production
 - Ad sales
2. Looking at various new markets
 1. In-state - Boise only
 2. Regional drive markets
 3. Larger metro areas (Phoenix, LA, San Francisco)
3. What's happening now
 1. Reviewing circ (500,000 last year)
 2. Rate card & pricing
 3. \$90,000 budget line item

GIG Updates

1. Great Idaho Getaway in Year 2
 - Prime season ads in production, w/QR code integration
 - Continue sending footage requests: Netflix, US Embassy in Russia
 - Spread in the TG
 - Integrated into new Visit Idaho site
 - Videos remain on social channels
2. Promotional contest renewed
 - Monthly offers (instead of weekly)
 - March through Sept 2011
 - ✓ Regions 1, 2, 3 & 7 have several confirmed offers
 - ✓ Region 6 working on details
 - ✓ Region 4 & 5 will not be joining

Research

1. Agency and staff are working with Dept of Labor on Idaho tourism taxonomy formulas
 - Will use 2010 data
 - Present at ICORT in May in Lewiston
2. \$45,000 for partnership
 - Dept of Labor resources
 - EMSI, Moscow-based
 - Dean Runyon, Portland-based

Travel Guide

FY11 Highlights

- 136 pages
- 140,000 printed , Same as FY10
- Same overall design

- Delivered on-time prior to Christmas
- Includes new features: GiG spread, QR code, Pano photography, Live on VisitIdaho

2011 Financial Report

Revenues

Direct gross sales	\$86,887.50
IOGA gross sales	\$13,655.00
	\$100,542.50

Less Cost of Sales

Commissions to other agencies	\$6,442.13
IOGA sales commission	\$2,048.25
Direct sales commission	\$5,027.13
IOGA rebate	\$682.75
Project mgmt fee	\$9,000.00
	\$23,200.26
Net Revenue	\$77,342.24

- Overall sales down by 5% from last year
 1. IOGA down 21%
 2. Direct down 1%
- Better sales efforts resulted in fewer agency placed ads
 1. Payments to other agencies down \$4,706 (down 42%)
- Overall cost of sales down by \$5,666 (20%)
- Net revenue into ITC program up by \$786 (1%)

Production Expenses

• Printing, paper, shipping	\$102,115.40
• Design, layout, copywriting	\$28,153.40
• Photography	\$56,842.25
• Pre-print, prep	\$24,000.00
	Total \$211,111.05
Net cost to ITC budget	\$133,768.81
Budget line item	\$158,000.00
Savings	\$24,231.19

Four Year Comparison

	2008	2009	2010	2011
Net Revenues	\$120,964	\$102,445	\$76,556.10	\$77,342.24
Expenses				

• Print/paper	\$208,849	\$138,389	\$104,500	\$102,115.40
• Design/layout	\$22,588	\$20,725	\$31,925	\$28,153.40
• Photography	\$78,249	\$70,350	\$68,350	\$56,842.25
• Pre-print prep	\$24,130	\$16,800	\$24,800	\$24,000
Total Expenses	\$333,816	\$246,264	\$229,575	\$211,111.05
Net cost to ITC budget	\$212,852	\$143,819	\$153,018.90	\$133,768.81

Digital Travel Guide

2011 Recap

- Flip book application with social media sharing
- New background images and embedded video being added
- 360 virtual tours linked
- Scenic Byway maps linked
- Partner and program ads linked
- Further integration into VisitIdaho.org

FY12 & Beyond

- Continue with print guide
- Continue to use digital guide with virtual tours, video and embedded links
- Optimization for new digital environments: SEO, Tablet app distribution, iPad/Nook/Kindle
- New distribution outlets: Text ordering
- Continue to refine fulfillment process with partners

Conklin discussed her GIG winner who had ordered a dog carving in 2007. Although the winner thought wouldn't be able to come, she did come from Illinois with friend Colorado and will stay an extra day. They had been following her FaceBook posts.

Discussion moved from print media in Phoenix, LA, SF to opportunities from Canada. Paul gave statistics about travelers from Canada. Karen spoke about I15 corridor also linking Eastern Idaho to Canada. Some of the GIG winners have been from Canada.

Ballard introduced Danielle Gruden, Tourism intern who stayed past her term to continue to manage our blog and work with Drake Cooper.

Ballard stated that next year we will be working with Public Television and Scenic ByWays.

Sun Valley / Ketchum update - Dick Andersen, Audio File 12 *ITC Jan 2011 Sun Valley/Ketchum*

Andersen explained that the Sun Valley Marketing Alliance is doing well. Andersen read email from Toni Bogue to Ballard dated 27 January 2011.

From: Toni Bogue
Sent: Thursday, January 27, 2011 1:13 PM
To: 'Karen Ballard'
Cc: Danderson@sunvalley.com
Subject: RE: Sponsorship of USA mountain biking National Championships in Sun Valley 2011 and 2012

Hi Karen,

I just left you a voicemail, hoping to have a quick conversation with you as to what is in the works WRT the new marketing effort. I now understand that you are in a conference so I thought I'd follow up with an email.

So many exciting things have already happened which affirm that we are heading in the right direction.

We have merged Facebook pages with Sun Valley Company and as a result we have doubled the fan base and have eliminated conflicting marketing messages. We have contracted with Backbone media to assist with PR and social media. Since they arrived on the scene, the hits on visitsunvalley.com have increased from 10k hits in 12/09 to 18k hits in 12/10.

The marketing plan was approved on 1/20 and we are in execution mode with Eleven Inc.

We have recruited a general manager, Greg Randolph, who has been the manager of PR and communications for Smith. He will be in the office officially as of 2/25, but is already overseeing the management of USA cycling national championships. He is a tremendous asset with his connections to relevant media entities and practical knowledge both as a coordinator and competitor. The search for the CMO position has been narrowed to about 6 stellar candidates. Candice Pate, who developed the plan with Eleven Inc. is a contender and will continue to assist until a permanent CMO is decided upon.

Membership is healthier than was anticipated.

The Nordic festival will be in full swing Friday and will ensue for the following 9 days. The Boulder Mountain tour, alone has already increased its registration by 250. The economic impact is enormous for us. This may be the 1st year that it reaches capacity at 1100 racers. The community is rallying around this event more and more every year.

Most of all, what SVMA has accomplished is a landmark achievement with very measurable metrics, all of which are identified in the report. (Visitsunvalley.com has a link on its homepage, right under the rotating video.) This is a great example of 4 entities, The 2 cities, SV Co. and

SVMA which includes the chamber BOD, aligning and harmonizing marketing efforts with “piggy-backed” funds to yield a greater return. The message to the community is that we are a unified family. OK- I’m rambling now, but I hope this helps.

Dick, Please advise as to how I can help you express this. I am also willing to attend if it would be helpful or necessary.

I’m here to fill in any other blanks, just let me know.

Toni Bogue
Board President
Sun Valley Chamber of Commerce

Ballard states that this is remarkable. Wood River Journal and Idaho Mountain Express linked to 83 page PowerPoint and video on Chamber’s marketing plan. They are not investing in print, but in electronic media.

www.visitsunvalley.com/docs/Cities_Presentaion_1.20.11_fixed.pdf

The Cycling Event will be a two year event and will dovetail with some of the ironman events. At the end of the day, Ballard would like to discuss sponsorship to these types of events. She believes they do line up with ITC goals.

Andersen stated that the Sun Valley Chamber will apply for a grant next cycle. He is not sure about Sun Valley Marketing Alliance. There could be redundancies.

Fly Sun Valley Alliance will probably apply. Andersen said the flights are up from last year, and February and March will be very strong.

Boise Convention & Visitors Bureau - Bobby Patterson, Terry Kopp, Lisa Edens, Audio File *ITC Jan 2011 BCVB*

Patterson stated that the reason the room is full (which included staff and board members) is to drive home the points that Patterson will be making. Patterson introduced staff and board members: Mowbray Brown, Anne Chambers, Helen Gersema, Deanene Lewis, Laurie McConnell, Terry Kopp, Mike Fitzegerald, Lisa Edens, George Manning, Steve Schmader and Mark Hofflund.

Patterson explained what the BCVB has done with the funds so far. They have closed out their 2009/10 grant which was in the amount of \$676,000.00. They have to revert \$4.34.

Kopp and Edens reported on the first element of the grant, direct marketing. They used to have five to six doing this job; they now have two. They focus on bringing people into town and the ten counties to increase room nights. They completed 128 bids to bring events to Boise which represents booking 44,454 potential room nights to Boise. They booked 89 pieces of business for 37,879 room nights. They completed 23 site visits. Fifteen have already booked which represents over 10,000 room nights.

For the 2010/11, they did two bids and booked four groups representing over 1000 room nights. They were bid one to two years ago. They have already completed one site visit for a 2013 event. They have commitments from six groups who are coming to check Boise in the next four months for their regional or national event.

Terry spoke about sales mission trips. They travel to major cities to introduce organizations to Boise and build relationship to bring their organizations to Boise. They went on three missions last year. Two missions were local. One was to the Washington, DC, market; DC is good market for Boise. They visited 22 planners in that area. They have not planned trips for this year. (8 min)

They did attend one meeting planners fam trip with Conference Direct last summer. They met with sixteen clients each representing sometimes over one hundred different companies planning meetings. Their fam trips include the following tours: hotels, meeting facilities, attractions, and white water trips. They see these people throughout the year, and they become ambassadors for us.

They have a Con Fam scheduled September 2011 with military planners who focus on military reunions. Once the clients are here, Boise is an easy sell. (11 min)

They attended nineteen trade shows with over 360 leads last year. This year they have attended four trade shows with 26 leads. They represent different markets including motor coach, sports, and convention meeting market. As opposed to last year, they turn the cooler leads over to the hotels. Last year they answered over 6,000 inquiries. As of today, they have answered about 245. (13 min)

BCVB won the bid to host Go West (international tour operators show). There will be 400 attendees and over 100 operators.

Patterson mentioned that IMAX will be held for the first time in the USA, in Las Vegas, Nevada, October 2011. It includes incentive buyers, meeting planners and leisure travel. Patterson proposed we go as a state. It could be a co-op grant. Ballard spoke about products that would work well for IMAX (Sun Valley and Coeur d'Alene with Boise being the gateway city). Ballard thought Idaho might be a good opportunity for a post-fam trip. Patterson said that IMAX pays 2000 buyers to attend. Patterson has connections to the show. (16 min)

Patterson spoke about the next element in their grant: advertising. BCVB does its own advertising to save money. Laurie McConnell is in charge of this. McConnell stated that BCVB has committed or spend \$88,000 of \$119,000 to purchase advertisements. Their survey showed that readers read ads in most medias including print and electronic. They will continue to use both.

McConnell's responsibilities include media, so she meets with journalists and travel writers. She also helps them with photos and videos. Recently, McConnell found footage of Boise for Fox News.

McConnell is responsible for the website. They are embracing social networking as much as possible with limited staff. They have a Twitter account with 1,400 followers. There are web samples and Google analytics charts in package which are included with minutes. They have

had 93,000 unique visitors (average 266/day) to their site since it went live Feb 2010. McConnell is also responsible for 30 second visual/audio radio for large events. (22 min)

Mowbray analyzes their site's dashboard. Please see Google Analytics report. The average stay on their site is 2.5 minutes (very good), and the peaks are on Monday mornings. There were two spikes during the BSU game against Virginia Tech and against Oregon. People are most interested in outdoors, recreation and events. They are selling banner ads and listings. Ballard said that their patterns are similar to the State's site. Patterson requests that we go to Boise.org website and give BCVB our comments. (25 min)

BCVB sent out a survey to meeting planners in response to ITC's request to know what format garnishes the best response (email, mailers, journals, etc). Meeting planners want information in electronic form but need hard copies as well. When asked how they choose meetings sites, most responded through board recommendations and word of mouth. The metrics show that relationships are the most important in determining where an event will be. This is why Terry and Lisa's work is important. (28 min)

Patterson also reported on partnerships. The first was the Albertson Golf tournament. This year, they raised the largest amount of money for charities ever: one million in local charity moneys.

They are also sponsors for the H Bowl, and they do get spots to advertise Boise. The cultural part of the grants is going to Museum Associations and Boise Art Commission.

Deanene is working on audit and 2010/11 grant. Patterson would like to be awarded rest of the funds and continue their work.

Conklin pointed out in their survey that historical tours were second most popular activity people enjoy. Patterson does see this and gave many examples including Basque history, War Hawk Museum, Oregon Trail, and Lewis and Clark trail. This is an underrated asset. Signage helps. (31 min)

More and more tours are interested in giving back to the community. It would help us if we listed organizations that offer visitors ways to help the community like Habitat for Humanity.

ITC Chair Update - John May, Audio File *14 ITC Jan 2011 Closing Comments*

May Boise Convention and Visitor's Bureau to attend our meeting in order to dispel rumors and to prove that they are taking care of business. Today BCVB has shown they are working and have measurable results.

May proposed that ITC release rest of the grant (\$279,518) to BCVB that ITC held back in August.

Marketing	90,000
Advertising	66,018
Communications	48,000
Partnerships	25,500
Special Events	50,000

No admin Fulfillment as they received the full amount.

May excluded himself from voting.

Motion. Code motioned and Newman seconded that ITC release moneys to BCVC. All agreed with May abstaining from vote. (7 min)

Motion. Need to correct page 28 of Grant Award minutes in August, that had \$660,075 is really \$666,675. Conklin motioned to correct and Anderson seconded to correct. All voted Aye. (9 min)

Peg Owens gave May a listing of top viewed shots in Media room which were Sun Valley sunset, Mesa Falls, rafting on Salmon , fishing on Salmon, and golfing.

Next Meetings - John May,

Wed 16 March afternoon and Thursday 17 March at Lava Hot Springs. Ballard would like to attend Idaho Press Tribune's round table on tourism in Idaho earlier in the morning on 15 March. Conklin suggested Riverside Hot Springs Inn with Gayle Palin. They will honor per diem. Ballard suggested North Idaho could fly into Salt Lake City and drive to Lava Hot Springs from there. There may be a van from Boise going to Lava Hot Springs. Nelson reminded ITC that Pioneer Travel Council will be meeting morning Wednesday 16 March.

The May meeting will be in Lewiston prior to ICORT.

Aug 2 & 3, Tue/Wed will be Grant Awards.

Oct 11, 12 Tue / Wed, 2011

Closing Topics - John May, Audio File *14 ITC Jan 2011 Closing Comments*

Ballard summarized agenda for Friday's Joint Council meeting which begins at 8 am. ITC members will sit with other council members from their region. Each member will have five minutes to present. After that the Governor will present followed by Commerce presentations.

Ballard suggested continued discussion on extra contingency funds and ITC's views on sponsorships on events.

For example, Tray McIntyre event has requested funds. Patterson may be helping with this event. We do have some synergies that are not monetary. For example, their ambassadors are going to Europe, and we have European offices that can promote Idaho. Ballard told them it would be unlikely we could sponsor but would be interested in discussing synergies with marketing.

US Cycling has requested funds. Kristin Armstrong is big proponent of this event. Since this is a two year event, there are opportunities to promote our brand. Ballard has not budgeted for this but would like to discuss at the next meeting. Ballard would like council to discuss sponsoring state-wide marquee events.

These types of events bring many heads-in-beds and much exposure but are difficult to track ROI. May would like to look at these types of events, but not fund at the expense of other

grant elements that are necessary. It is often difficult to fund at local level because local grants are not budgeted for these kinds of events.

Ballard would like to see that whatever the state brings to the table is matched by local funds.

Conklin pointed out that this or next year is 30 year anniversary of board forming and handing out awards.

Conklin wanted update on Visitor Centers with Parks and Recreation. Nancy Merrill does not want to request 2% bed tax on state parks during this legislative cycle. There is much competing for their funds. Ballard discussed this issue with Rick Just in SCORPT meeting.

Ballard would need to use surplus funds to keep visitor centers open. Snake River Overlook does not have anyone manning it now, so there have been some savings. Ballard met with new director. We have a new partner. They need to market those parks. Each area has different ways of managing centers. Coeur d'Alene Chamber would like to privatize their center. Malad Chamber is handling Cherry Creek; they are seeing more visitors and would like WiFi.

Motion - Code motioned and Norton seconded to adjourn the meeting. Motion passed.